

## **ARTICLE 303**

### **EAST CENTRAL SECTOR POLICIES**

#### **EAST CENTRAL SECTOR LOCATION AND EXTENT**

The East Central Sector is a narrow strip of the City, roughly three-quarters of a mile wide and four miles long, running from the southern boundary of Hamtramck south to the Detroit River. It is bounded on the west by the Chrysler Freeway and the Woodward Corridor, and on the east by Mt. Elliott and the East Sector.

The Sector is divided into four subsectors: Upper East Central, Middle East Central, Lower East Central, and Near East Riverfront.

#### **EAST CENTRAL SECTOR PLANNING ISSUES AND FUTURE POTENTIALS**

The East Central Sector is a diverse area containing, at the north end, the massive Central Industrial Park which includes the General Motors Assembly Plant and, at the south end, the Lafayette/Elmwood urban renewal area, Harbortown residential development and River Place office park. It also contains other major industrial facilities, including the GM-Saginaw Division Plant and Chevrolet Forge, as well as the Eastern Market, the Forest Park urban renewal project, the McDougall-Hunt project area, and other industrial, commercial, and residential uses.

The policies which follow make the assumption that considerable development pressures will occur within the near-to mid-range future in the area along the riverfront. In the area north of Gratiot and south of Ford Freeway, except for projects already planned, development will be some years away. In the longer run, this area will also be ripe for development.

The major planning objectives are to increase employment opportunities for residents; continue to seek other industrial firms to locate in the Central Industrial project, especially suppliers to the General Motors plant; address the vacant land problem; address the problem of the incompatible mix of residential and industrial land uses; provide for the orderly expansion of the Eastern Market area; preserve sound older housing; and maximize the riverfront potential as a source of employment, a high density, mixed income, residential area, and an esthetically pleasing, safe, publicly accessible area for recreational purposes.

❑ **POLICY 303-1: *East Central Sector - Land Use***

- Expand all functions of the Eastern Market.
- Control abrasive uses and encourage residential development on excess commercial land.
- Encourage renovation and reuse of vacant and under-utilized buildings such as warehouses and factories.
- Recognize and enhance the special districts including Elmwood, Forest Park, Eastern Market, Chene-Ferry, and the Riverfront.
- Respect the identity of special areas while lessening their isolation from the surrounding neighborhoods.

❑ **POLICY 303-2: *East Central Sector - Residential Development***

- Encourage and assist housing conservation and rehabilitation.
- Increase the supply of good quality housing, especially in the riverfront area.

❑ **POLICY 303-3: *East Central Sector - Commercial Development***

- Promote establishment of new business and institutions in suitable sections of the area.
- Support programs which can make Eastern Market and Chene/Ferry more efficient and modern.
- Improve both the appearance and the function of the commercial areas.

❑ **POLICY 303-4: *East Central Sector - Industrial Development***

- Make as efficient as possible the industrial core in the Upper East Central Subsector.
- Take advantage of positive impacts of the General Motors Plant upon the City and the immediately surrounding area, while alleviating any adverse impacts on surrounding residential communities.

- Provide land for small industrial facilities near Central Industrial Park.
- Encourage expansion and modernization of existing industrial uses near the GM plant.
- Continue to support the development of Milwaukee Junction.

□ **POLICY 303-5: *East Central Sector - Transportation System***

- Improve vehicular and pedestrian linkages between East Jefferson and Lafayette Park, the Riverfront district, the future Linked Riverfront Parks and the Detroit River.
- Improve transportation access and traffic circulation for all modes of transportation in the East Central Sector, while alleviating any adverse impacts upon surrounding communities.
- Develop a system for pedestrian and bicycle circulation.
- Take advantage of development opportunities which may result from transportation improvements.
- Develop and improve roadways to and along the riverfront.
- Improve rail service and truck routes north of Gratiot in the Eastern Market area.
- Consolidate railroad freight lines and remove abandoned rail tracks in the riverfront area between St. Aubin and East Grand Boulevard.
- Eliminate rail tracks where not needed.
- Provide vehicular circulation links between Milwaukee Junction and Eastern Market.

□ **POLICY 303-6: *East Central Recreation System***

- Develop playfield space north of Gratiot and east of St. Aubin.

- Provide active recreation land in urban renewal areas and other areas where land use changes are occurring.
- Increase senior citizen recreation programs, especially north of Gratiot. Build vest-pocket parks in new developments.
- Continue to implement the linked riverfront parks proposal.
- Reserve the River's edge for River-oriented use, especially those which derive special benefits from such a location, such as recreational boating or natural views and setting.
- Expand leisure time opportunities, especially those which are River-related.

□ **POLICY 303-7: *East Central Urban Design***

- Recognize and protect distinctive urban spaces and vistas.
- Improve the visual and perceptual environment of the riverfront area.
- Establish a sense of progression and visual gateways leading into the CBD on Jefferson and Gratiot.
- Improve the visual entry into the riverfront area.
- In the riverfront area, improve curbs, lighting, streets and sidewalks in poor condition, except where clearance and development of building(s) is imminent.

**UPPER EAST CENTRAL SUBSECTOR BOUNDARIES AND FEATURES**

The Upper East Central Subsector forms a U-shaped configuration that wraps around the southern end of the City of Hamtramck. From east to west, the Subsector extends from Mt. Elliott to the Chrysler Freeway and to the south it is bounded by the Ford Freeway-Grand Trunk Railroad and East Warren; the Detroit/Hamtramck boundary is the northern border; almost half of the area of the Upper East Central Subsector is included in the Central Industrial Park.

**SUMMARY OF PLANNING ISSUES, UPPER EAST CENTRAL SUBSECTOR**

A means of raising the level of employment opportunities for persons with low- and moderate-level skills needs to be found. Traffic circulation needs to be studied around the Central Industrial Park project and in and out of Hamtramck as it relates to both the Chevrolet and the General Motors complexes and the impact of the changes on the adjacent neighborhoods.

**UPPER EAST CENTRAL SUBSECTOR GOALS**

The Upper East Central Subsector is envisioned as a thriving industrial district centered around the General Motors Assembly Plant, but also containing the Resource Recovery Plant and other existing, expanded, and relocated industries of a diversified nature. The industrial areas will be well-buffered from, and will generate minimal traffic through, nearby residential areas. There will be efficient transportation routes between industrial centers and convenient public transportation available for workers within the area.

**❑ POLICY 303-8: *Upper East Central Subsector Policies***

- Continue to support the development of the Central Industrial Park Project by fulfilling the City's agreements and by providing adequate City services.
- Continue to support the Resource Recovery Plant.
- Improve the conditions for other industry in the area by providing land for small industrial operations which may move into the area as a result of the new General Motors facility, and by providing opportunities for expansion and modernization of industrial operations which already exist in the East Central Sector.
- Provide for improvements to traffic circulation, particularly near Chene.
- Improve public transit stops for workers going to the new General Motors plant.
- Improve trafficway conditions between related industrial plants, both nearby and in the region.
- Provide buffer areas of light industry or open space between industry and residential communities in order to alleviate any adverse impacts.

- Restrict heavy volumes of traffic that may pass from industrial areas and through adjacent residential areas.
- Except for the residences at the northeast of the General Motors plant, consider eventually removing the remaining residences wherever feasible and consolidate the land into industrial parcels.
- Identify possible industrial expansion areas accessible to rail, and encourage industries dependent upon rail lines to relocate in identified areas.
- Work closely with present freight lines to insure, or obtain the industrial mass to support, continued rail service, and encourage excellent maintenance of rail facilities.
- Promote development and prepare sites for new development by identifying potential development parcels, assembling into larger parcels, removing obsolete structures, and promoting appropriate uses.
- Encourage owners, especially the railroads, to lease or sell any land not fully utilized.
- Where new industry is being encouraged, seek diversification of Detroit's economic base wherever possible.
- Continue to support the development of Milwaukee Junction.
- Where land is available, support expansion and new development of food-processing industry along with other industry in the Milwaukee Junction development area.
- Provide adequate vehicular circulation links between Milwaukee Junction and Eastern Market, while alleviating any traffic impacts upon the Forest Park residential development located between the two areas.
- Provide buffering of adjacent residential by light industrial zoning and greenbelts.

**MIDDLE EAST CENTRAL SUBSECTOR BOUNDARIES AND FEATURES**

The Middle East Central Subsector is bounded on the north by the Ford Freeway, on the south by Gratiot Avenue, on the east by Mt. Elliott, and on the west by a line drawn along the Chrysler Freeway to East Warren, east to St. Aubin, and north to the Ford Freeway.

**SUMMARY OF PLANNING ISSUES, MIDDLE EAST CENTRAL SUBSECTOR**

Considerable mixing of industrial and residential uses and resulting incompatible uses; employment opportunity expansion; orderly expansion of Eastern Market and abatement of any major noise-producing activities vis-a-vis the adjacent residential area are the major planning issues facing this area.

Organizing a community-wide approach to common problems, such as lack of alley and vacant lot maintenance, appears to be difficult for many parts of this subsector. Better organization of community self-help might alleviate these problems.

**MIDDLE EAST CENTRAL SUBSECTOR GOALS**

The Middle East Central Subsector should continue to be one of the most active and diversified development areas in the City featuring a revitalized and expanded Eastern Market and a new Brewery Park office complex. The Forest Park area will contain recently built and additional new housing with appropriate recreation facilities provided along with new light industrial uses. The area east of St. Aubin will benefit from the surrounding activity and community self-help effort to become a well-maintained and strengthened residential area. This residential area, along with public improvements and support, will result in a rejuvenated Chene commercial strip.

**□ POLICY 303-9: *Middle East Central Subsector Policies***

- Encourage better organization of community self-help efforts, particularly in the area generally bounded by I-94, Mt. Elliott, St. Aubin, and Gratiot.
- Implement plans to restore and improve the Chene commercial strip and the Chene-Ferry Market.
- Improve recreational facilities.

- Provide better buffers against nearby noxious land uses.
- Acquire and demolish vacant buildings on the north side of Gratiot commercial strip, between Mt. Elliott and Chene, possibly creating more parking space. On the south side, treat as part of the McDougall-Hunt project; this may entail rehabilitation and some clearance.
- Complete the expansion plans for Eastern Market and retain it as the primary focus of a regional food wholesaling district and farmers market activity; encourage more efficient handling of goods; improve orientation devices, traffic control, and truck parking and loading.
- Maintain rail service to the Eastern Market area, and provide for grade separation of all tracks at Mack.
- Promote the 20-acre site between Russell and the Chrysler Freeway for development related to the Eastern Market.
- Complete the development of the Brewery Park office complex.
- Implement the Forest Park Development Plan which includes the continuation of new housing development between Forest, Russell, Mack, and the Chrysler Freeway, and the development of light industrial, institutional, and recreational uses east of Russell, between Mack and Warren.

### **LOWER EAST CENTRAL SUBSECTOR BOUNDARIES AND FEATURES**

The Lower East Central Subsector is bounded on the north by Gratiot, on the west by the Chrysler Freeway, on the south by Larned, East Grand Boulevard and Lafayette, and on the east by Mt. Elliott.

### **SUMMARY OF PLANNING ISSUES, LOWER EAST CENTRAL SUBSECTOR**

Maintenance of consistency in development of remaining lots in the Lafayette/Elmwood area; reduction of remaining security problems; completion of work to assure full visual access to riverfront at Chene and Mt. Elliott entrances; and effective preservation of vintage housing in McDougall-Hunt are the issues for the area.

**LOWER EAST CENTRAL SUBSECTOR GOALS**

The redevelopment areas within the Lower East Central Subsector will be completed and will continue to be regionally attractive areas of newer housing of various types for persons of a wide range of incomes. The older housing area in the subsector will be maintained with the help of public improvements and programs, and will be strengthened by the surrounding development. The commercial strips on Gratiot and Mt. Elliott will be beautified and redeveloped, where needed, and act as gateways to the Central Business District and the riverfront, respectively, as well as serve the surrounding areas.

**□ POLICY 303-10: *Lower East Central Subsector Policies***

- Complete the development of new housing in the remaining parcels in the Elmwood Park area.
- Continue to work carefully with the Citizens District Councils, and make such improvements as are possible.
- As development is completed on Chene, the section along Vernor should be improved.
- The design unity of Gratiot should be improved, and special treatment should be given to the areas where Gratiot serves as an entrance to the Central Business District.
- Redevelop the Gratiot and Mt. Elliott commercial frontages.
- Along Gratiot, between St. Aubin and Mt. Elliott, and along Mt. Elliott between Gratiot and Vernor, encourage rehabilitation and maintenance of viable structures; eliminate unsound buildings and encourage new commercial development.
- In the portion of McDougall-Hunt bounded by Chene, Vernor, Mt. Elliott, and Gratiot, repair public infrastructure, rehabilitate structures, and relocate families in nonviable housing to sound dwellings within the project.
- Remove all structures in the area bounded by the alley east of St. Aubin, Chene, Gratiot, and Vernor, and provide for medium-density residential redevelopment.

## **NEAR EAST RIVERFRONT SUBSECTOR BOUNDARIES AND FEATURES**

The Near East Riverfront boundaries are defined on the west by St. Antoine and by the Belle Isle (McArthur) Bridge to the east, by East Jefferson and the Detroit River on the north and south. This area is comprised of approximately 320 acres. The area also includes an adjacent 80-acre area bounded by Mt. Elliott, East Lafayette, East Grand Boulevard, and East Jefferson. Additionally, the area includes the north side of East Jefferson bounded by East Larned, Mt. Elliott, East Jefferson, and the Chrysler service drive.

## **SUMMARY OF PLANNING ISSUES, NEAR EAST RIVERFRONT SUBSECTOR**

The Near East Riverfront Subsector is one of several areas of the City of Detroit experiencing considerable private sector redevelopment pressure. Having a detailed plan of redevelopment is in the best interests of both the City and the private sector. The nature of the Near East Riverfront redevelopment can be characterized as changing to a mixed-use district containing residential, recreational, commercial, and entertainment/gaming uses. Higher intensity of use means that traffic circulation and parking are a major concern. Compatibility between entertainment/gaming and new housing and recreational facilities requires planning attention. Also, the desirability of public access to and along the River must be balanced against the need for residential privacy. Finally, the reuse potential of existing structures must be considered if the design character of the area is to be maintained.

## **NEAR EAST RIVERFRONT SUBSECTOR GOALS**

The Near East Riverfront is a portion of Detroit's riverfront likely to undergo the most dramatic change in the near future to a mixed-use district containing residential, recreational, commercial, and entertainment/gaming uses. Its proximity to the Central Business District makes it a logical location for functions serving tourists and conventions as well as other visitors from outside Detroit. It is also an area where the general trend toward downtown and near downtown housing can be furthered.

The basic intent of these Master Plan policies is to show, in ample detail, a clear transition to a mixed-use pattern from the former industrial waterfront, preserving the urban fabric while creating a character and dynamism which distinguishes the city from the suburb. The existing characteristics of the Near East Riverfront's buildings, street and block patterns, waterfront, ships, loft-dwellers, restaurants,

warehouses, and people is both interesting and invigorating for all those working, seeking entertainment, recreating and living in the area.

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□ **POLICY 303-11: *Near East Riverfront Subsector Policies***

A. Trafficways

- E. Jefferson serves and will continue to function as the major east-west thoroughfare.
- Secondary thoroughfares, which provide more than local property service, are proposed to include: Rivard, Jos. Campau, Mt. Elliott, and East Grand Boulevard and Atwater, (between Rivard and Chene).
- Chene and Riopelle will be developed with a “Park Drive” treatment to serve riverfront recreation and entertainment/gaming facilities, and will have 15 foot sidewalks with trees and amenities and 5 traffic lanes.
- The “Park Drive” Treatment along Atwater will serve as a separation between less intense open space activity south of Atwater to the River’s Edge and more intense activity north of Atwater to Jefferson.
- A new riverfront drive is to serve as a local access to the water’s edge and amenities between Riopelle and Beaubien. Other streets will provide local access.
- Interim truck routes should be established to service industries in a manner that is compatible with commercial, residential and entertainment/gaming development.
- The Conrail (NYCRR) railroad right-of-way under Jefferson between Beaufait and Bellevue can be developed to handle traffic movement into and out of the Uniroyal site.
- Improve the connection of the Chrysler Freeway service drives with area south of Jefferson Avenue.
- Improve the continuity of Atwater Street, possibly adjusting the alignment of Atwater Street between St. Antoine and Riopelle Streets.

- The railroad right-of-way along the Dequindre Corridor north of Jefferson will be developed to handle traffic movement into and out of the entertainment/gaming development area. The new Roadway will consist of 4 (four) traffic lanes with a center divider, and a reserved and undeveloped lane that may accommodate passenger transit in the future. This new limited access roadway will connect the area south of Jefferson to the Gratiot and I-75 extension. This roadway will pass under Jefferson and will connect to Atwater serving the riverfront parks and the entertainment/gaming facilities.

**B. Parking**

- Encourage the provision of parking in structures or "podiums" with air rights development above.
- Parking podiums are here defined as parking structures, built to accommodate air-rights development for residential, office/commercial, or other uses above. Parking podiums with intense development above will be encouraged north of Atwater.
- Free-standing parking structures will be discouraged.
- No parking structures will be allowed south of Atwater. However, limited surface parking to support existing and proposed uses south of Atwater should be provided.
- Parking for Chene Park and its theater should be accommodated as part of developments on the north side of Atwater.
- Where appropriate, retail uses are intended to be built along the ground floor of major parking podiums.
- The function of the parking deck or podiums adjacent to Renaissance Center is that of a continuous strip of parking and offices connected by skywalks which would create an entire, interrelated unit.
- Along the second level or skywalk locations, retail activity may be appropriate in some locations. A similar interconnection of parking and retail facilities using skywalks may be appropriate for the entertainment/gaming developments.

- The possibility of "shared parking" among developments must be explored in more detail in order to achieve an overall reduction in land area used for parking within the Near East Riverfront.

#### C. Transit

- For east-west circulation, a theme shuttle bus should provide service for internal travel between developments, along Atwater and should also provide access west to activity centers. A shuttle bus is flexible and can redirect its route according to changes in activity in the area.
- The railroad right-of-way along St. Aubin or the Dequindre Corridor north of Jefferson will be developed to handle traffic movement into and out of the entertainment/gaming development area. The new Roadway will consist of 4(four)traffic lanes with a center divider, and a reserved undeveloped lane that may accommodate passenger transit in the future.
- Explore the opportunity for passenger mass transit to the Near East Riverfront. Also, explore the opportunity to develop River related transit facilities.
- In the plans that have been developed for the Woodward Avenue transit system as applied to the East Riverfront, the subway should be a major added stimulus to development. Specific line and station locations in this area should be chosen to maximize the positive impacts on potential new development. Subway stations should be located on Jefferson adjacent to the Renaissance Center and in the vicinity of the entertainment/gaming district.

#### D. Urban Design Policies

- *River Image*

The Detroit River should be emphasized as the primary physical image of the area. This segment of the riverfront will always present strong impact on Detroit's image. Strong steps must be taken to assure that the image is most positive. To this end, a separate and more detailed study of urban design issues along the Near East Riverfront area should be encouraged.

- *Views of the River*

In order to promote visual access to the river from specific locations, view corridors should be instituted. View corridors are a type of open space intended to provide a visually unimpeded view of the river from the eye level of a pedestrian.

Widening streets or establishing moderate setbacks of a minimum of 10 feet from the right-of-way along north-south streets from Jefferson Avenue (namely Riopelle, Chene, Mt. Elliott, Meldrum and E. Grand Boulevard), promoting visual access to the riverfront, should be instituted. All new north/south streets between Jefferson and the River should also promote visual access to the River. The use of the view corridor open space is for both passers-by along Jefferson Avenue to glimpse the river and the parks to the south, and for pedestrian passage from the north side of Jefferson to the riverfront parks. View corridors, especially from Jefferson Avenue, should be placed so as to enhance views of the River. The areas where major north-south streets terminate at or near the River's edge should be kept open to preserve views of the River.

- *Public Wharves*

Public marina/wharves with commercial development and a nautical theme should be developed in several locations along the river-front.

- *Continuous Riverwalk*

Implement a continuous non-motorized corridor along the riverfront that provides for separation of leisurely paced users (such as people fishing or strolling) and faster pace users (such as cyclists and inline skaters). A continuous pedestrian/bicycle path should be provided generally along the riverfront edge and along Atwater, and along Guoin, and Wight Streets east of Chene. This path should generally have a minimum width of 22 feet (according to the City of Detroit Recreation Department established standards) to allow for a bicycle path, a pedestrian walk, and adequate landscaping where feasible.

- *Skywalks*

There should be a system of skywalks linking Renaissance Center and the parking podiums of other nearby development complexes, providing an enclosed environment from office to automobile, once anyone enters a parking structure connected with the Center. In considering Skywalks that cross view corridors height and design should not block views to the River from Jefferson.

- *Gateway Entries*

Entry points at the intersections of Jefferson and the primary streets which continue south into the Near East Riverfront area should receive special design treatment such as landscaping, portals, paving materials, banners, lighting and/or other visual elements to enhance these major points of entry into the Riverfront area. Landscaping and the special design treatment should also link gateway entries along the Jefferson east-west continuum, within the public right-of-way.

- *Character and Quality*

The special character and quality of the riverfront area should be recognized and encouraged. Careful consideration should be given to the texture, color, and form of the streetscape and buildings. Special lighting should be added complementing the character of the area, and enhancing security.

The Character of the new riverfront parks open space will be sensitive to historical and environmental land-uses. The riverfront parks will also vary in character in order to blend in with the expected casino development immediately north and the riverfront development to the west, the existing Chene and St. Aubin parks, and future Stroh Development to the east. This means that the character may change from a more formal, hardscaped “promenade” closer to downtown, to a less formal and more “softscaped” riverfront and system of paths further east. Places for fishing, swimming, and native plant materials are contemplated.

- *Scale and Pedestrian Circulation*

New development should be geared toward street-level pedestrian-generating uses as much as possible. Ground level treatment of buildings should be pedestrian scale. Parking podium should contain street-level commercial uses. Conflict between pedestrian and vehicular traffic should be minimized as much as possible. Alleys and small streets should be designed as integral parts of a pedestrian network. Distinctive landscaping, attractive street furniture, and a well-designed signage system should enhance pedestrian activities.

- *Historic Character*

The historic nature of the district east of Chene and between Riopelle and Rivard should be emphasized. Architecturally significant and/or historic buildings should be adaptively reused or preserved where practical and appropriate. Historic interpretive trails should be developed.

- *Public Safety*

Public spaces and streets should be designed for maximum public safety. The design of new development should provide for natural surveillance ("eyes on the street"). Adequate and appropriate lighting should be provided.

- *Three-Dimensionality*

The three-dimensionality of the district should be carefully considered in the context of new development. The relationships between the parks, streets, buildings, and circulation patterns should be recognized when planning new development. The design of new development should consider its vertical impact on the skyline. Promote less intense activities at the River's Edge and more intense activities closer to Jefferson, while separating these active and less intense activities with a "Park Drive". A variety of activities from passive to interactive with the River should be promoted. Where the past rich history of the River can be enhanced to keep its character, these elements should also be promoted.

#### E. Industrial Performance

The existing warehouse and industrial uses should be encouraged to minimize air and noise pollution, and improve the appearance of outdoor storage.

#### F. Public Access

- Implement existing plan for riverfront parks and bicycle paths through pursuit of the goal of establishing a public open space along the river's edge south of Atwater Street. To accomplish this goal, a minimum of 200 feet of public open space should be established south of Atwater Street to the River's edge, adjusted as necessary to facilitate development.
- The linked parks concept, including a continuous pedestrian and bicycle path, should continue to be implemented through careful phasing.
- Public pedestrian and bicycle access to the River's edge should be maximized.
- When development occurs, buffers and easements should be provided to enable public access along the riverfront.
- Parks sometimes can serve the function of buffers.
- Riopelle and Chene should accommodate north/south pedestrian access ways to the Riverfront.
- North/south pedestrian access ways to Riverfront Activities should also be promoted between Riopelle and Chene, including facilitating easier pedestrian passage from the north side of Jefferson to the riverfront.

#### G. Housing

- Insure that variety in housing types is available in new development.
- Performance criteria should be formulated and implemented for each potential housing site to insure that mixed housing types and mixed family types (as categorized by income, size, tenure, etc.) are provided, and a "sense of community" is developed.
- Promote housing uses east of Chene Avenue.

H. Adaptive Reuse

- Promote adaptive reuses in appropriate areas.
- Certain areas have special character and need special treatment.
- Jos. Campau street frontage should be given conservation type treatment, discouraging demolition of existing structures and encouraging rehabilitation and infill construction designed to complement the area.
- Jos. Campau now contains several pleasant buildings. This character should be maintained and strengthened.
- There are some fine, old industrial buildings along Mt. Elliott at Wight which should be retained and adaptively reused, if possible, with a mixture of entertainment, housing, retail, and offices.

I. Economic Development

- Promote employment opportunity as a priority component in both physical and economic development.
- Redevelopment of this area should include sites for job intensive uses compatible with future development.
- Sites should be made available for returning a considerable number of new jobs back into this area, with the River as an amenity to encourage job-producing development.
- New commercial development should be promoted throughout the area while complimenting adjacent uses, and should not be deleterious to the area.

□ **POLICY 303-12: *Near East Riverfront Planning Unit Policies***

A. East Grand Boulevard to Mt. Elliott Planning Unit (D-1) (Jefferson to River)

- This area includes the grand entrance to Belle Isle, East Grand Boulevard, and the prominent landscaped entry park.

- Immediately to the west of the entry is the Uniroyal area, which should be intensely developed with a combination of offices near Jefferson, apartments near the River, and which should also include supporting commercial and institutional use. High tech, research-oriented, or entertainment-oriented developments, provided they are high intensity, could also be good uses of the site.
- The area to the west, near Mt. Elliott, should be developed with commercial, residential, or institutional land use. Adaptive reuse of some of the buildings would be appropriate.
- The continuous pedestrian/bicycle path should be developed generally along the River's edge, continuing to the east.
- Provisions should be made to access the Belle Isle Bridge from the pedestrian/bicycle path.

**B. Mt. Elliott to Chene Planning Unit (D-2) (Jefferson to River)**

- The predominant strategy throughout this area will be to promote major change. Development parcels will be assembled, largely through private negotiation, and construction of housing, office, commercial, and related uses will be promoted.
- Selective adaptive reuse of vacant industrial buildings for these new uses will be encouraged.
- New public open spaces will be developed as well as pedestrian/bicycle linkages between the various public open spaces and riverfront parks, with significant portions of these open spaces being at the River's edge.
- Special planning or urban design solutions may be sought to achieve compatibility between industrial and non-industrial uses.
- The proposed land use for the area generally bounded by Jos. Campau, Franklin, Walker extended to the River, and the Detroit River is a mixed land use of Special Commercial (predominantly commercial)/ Open Space (OS).
- The proposed land use for the area generally bounded by East Jefferson, the west property line of the Immigration Service and Coast Guard, the Detroit

River and Walker extended to the River, is a mixed land use of Special Residential-Commercial (predominantly residential).

- The proposed land use for the area bounded by Jefferson, Adair, Franklin, and Jos. Campau shall be Special-Residential Commercial.
- An institutional area near Mt. Elliott recognizes the existing Immigration Service and Coast Guard.

C. Chene to Riopelle Planning Unit (D-3) (Jefferson to River)

- The Chene Park and St. Aubin Park are now significant features of this portion of the riverfront. The area should be developed to provide live entertainment, transient marinas, River viewing and fishing.
- Use of the expanded amphitheater within Chene Park can be facilitated by providing necessary shared parking as part of development proposed within the area.
- Careful buffering, traffic control and phasing of interim and shared permanent parking will be needed.
- Adjacent to these parks, commercial uses including shops, restaurants, hotels, lounges, and entertainment/gaming should be developed.
- The entrance at Chene and Jefferson should be treated as a major entry point to the area. Also, gateway type buildings and significant landscape features should be built at this intersection.
- Significant continuous pedestrian/bicycle access should be provided along Atwater, making connections to public River access points both to the east and west.
- Expansion of existing industry south of Atwater should be discouraged.

D. Riopelle to St. Antoine Planning Unit (D-4) (Jefferson to River)

- The land south of Atwater between Riopelle and Rivard and south of the new Riverside Street between Rivard and St. Antoine along the River should be developed with parks and open space.

- The blocks between Atwater and Franklin should be developed intensely with mixed uses and parking in structures. Some apartments are also appropriate.
- Rivard, St. Antoine, and Atwater should provide major access to Jefferson and to the development to the west.
- A continuous pedestrian/bicycle path should be provided along the River's edge and Atwater with significant public access to the River's edge at selected points.
- Skywalks between adjacent developments are encouraged with shared parking, when appropriate.

E. Mt. Elliott to East Grand Boulevard Planning Unit (D-5) (Jefferson to East Lafayette)

- The ultimate reuse of the Uniroyal site will, of course, impact on the area generally bounded by East Jefferson, East Lafayette, Mt. Elliott, and East Grand Boulevard. Aside from a few structures of potential architectural or historic merit, this area should be considered for major redirection if and when the market exists for development of properties along Jefferson. Land should be assembled into larger parcels as opportunities occur and made available for development. High-intensity commercial/residential development is appropriate here.
- In this area, sites are appropriate near E. Jefferson Avenue for high-intensity office, commercial, residential development.
- Further north, housing can be constructed at moderate densities. The proposed land use for this area is mixed use of Special Residential-Commercial (predominantly residential).

F. Chrysler Freeway to Mt. Elliott Planning Unit (D-6) (Jefferson to East Larned)

- The area has been proposed for minimal change with a small park development, which would tie-in with the Elmwood/ Lafayette parks to the north, located on the block between St. Aubin and Rivard.
- East Larned Street would be improved so that it does not appear as a back

door and enhances the Lafayette/Elmwood area to the north.

- Dumpsters and other outdoor storage areas would be esthetically treated with landscaping and other design features in order to improve the appearance of those elements along East Larned.
- The uses to be promoted for this area are offices, apartments, institutions, and other similar general commercial uses.
- This area will be adjacent to the proposed entertainment/gaming area and uses deleterious to the adjacent neighborhood will not be allowed.
- Signage must be controlled and regulated especially in this area.